

**Response of In-App Purchase Spenders to a 5 Percent Increase in In-App Purchase
Consumer Prices**

Epic Games, Inc. v. Apple Inc., Case No. 4:20-cv-05640-YGR-TSH (N.D. Cal.)
Summary Pursuant to Federal Rule of Evidence 1006

| | Share of In-App Purchase Spending | Percentage Reduction in In-App Purchase Spending | Elasticity |
|---|--------------------------------------|---|------------|
| In-app purchase spenders who would switch spending to a new non-iOS device | 1.4% | -100% | -20.00 |
| In-app purchase spenders who would not change their in-app purchase spending | 74.0% | -0.0% | 0.00 |
| In-app purchase spenders who would reduce their in-app purchase spending | 24.7% | -38.9% | -7.78 |
| All in-app purchase spenders | 100.0% | -11.0% | -2.19 |

Note: The unweighted percentage of *devices* that would be switched is 1.5 percent, versus the 1.4 percent of in-app purchase *spending* accounted for by in-app purchase spenders who would switch at least one device.

Source: PX2545 (Results of survey conducted by Peter E. Rossi, Ph.D.).

Description: “In-app purchase spenders” are survey respondents who indicated that they owned an iPhone or iPad and had spending on in-app purchases or subscriptions in the prior 30 days, and who provided valid answers to the relevant survey questions. “In-app purchase spending” is spending on these purchases or subscriptions. An in-app purchase spender was classified as switching if they either (a) owned an iPhone and indicated that they would switch some or all of the in-app purchase spending to a new phone (not an iPhone), or (b) owned an iPad and indicated that they would switch some or all of their in-app purchase spending to a new tablet (not an iPad). An in-app purchase spender was classified as reducing their in-app purchase spending if they were not classified as a switcher and indicated that they would reduce their in-app purchase spending. All other in-app purchase spenders were classified as not changing their in-app purchases. All percentages were rounded to the tenths place and all elasticities were rounded to the hundredths place.

See Evans Opening Report Section V.D.1 and Evans Errata Section II for additional detail.